MERCURY '67

Engineered to stay ahead

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MARINE SPECIALTIES
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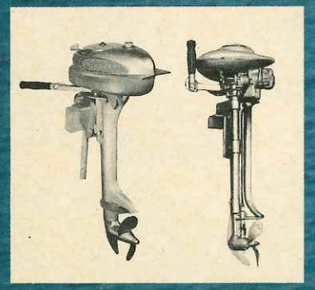
FOR 28 YEARS Mercury has been the unchallenged leader of the outboard industry. Mercury engineers have introduced more than 80 engineering "firsts"—far more than any other manufacturer. And Mercury engines have won more races, set more performance and endurance records, *than all other outboards combined.* The story of Mercury's leadership is the story of Mercury's famous "milestone" motors—motors that revolutionized the industry, that were years ahead in design, production and styling. The history of Mercury's "milestone" motors is the history of practically every advance in the outboard industry—



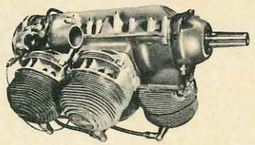
1940
This year saw the first outboards with the Mercury name. Kiekhaefer eliminated "outside plumbing" by enclosing the exhaust system, driveshaft and cooling-water line in a one-piece streamlined housing. Shown alongside a 1940 model K-3 Mercury single is a competitor's model of typical pre-Mercury design.

1946 **The KD-4 was the industry's first outboard motor to feature anti-friction ball-and-roller bearings throughout the engine—Mercury's Full-Jeweled Power.**

1947 The 10-HP KE-7 "Lightning" set new standards of lightness, compactness, performance, dependability, durability and styling for the entire outboard motor industry. Among the important "firsts" introduced on this model were the one-piece die-cast aluminum cylinder block and the one-piece lower-unit housing.

"Lightnings" outperformed competitive engines of twice the horsepower.

1949 The KF-9 "Thunderbolt" was the world's first four-in-line outboard. With four power strokes per crankshaft revolution, plus excellent inherent balance, it offered a degree of smoothness and quietness never before achieved in an outboard. Mercury "firsts" in this engine were forged aluminum pistons and aircraft-type integral magneto.



Mercury built thousands of these 85-HP V-4s for military use. The first die-cast engine of its kind, it featured hemispherical combustion chambers with fuel injection. For outboard use, however, Mercury chose more efficient, more compact and stronger small-bore, short-stroke, in-line engine design.

1954-1957 In 1957, Mercury introduced: the outboard industry's first six—the 60-HP 6-in-line Mark 75. Ten years experience later, there are two smooth and silent Sixes for '67. ***Only Mercury makes a six.*** In three years (1954-1957) Mercury introduced: the outboard industry's first permanent magnet alternator; sound-absorbent cowl liners; Jet-Prop exhaust; Glide-Angle slanted design; Ride-Guide single-cable steering; self-sealing quick-disconnect fuel lines; Dyna-Float suspension; customer choice of propellers.

Mercury shock test at Lake X.

1958 First hydraulic shock absorbers and tilt-kill switch for impact protection were on the Mercury Mark 78. Also first on the '58 Mercs: fixed-jet carburetors to keep air-fuel mixture precisely correct for maximum performance and fuel economy—high-speed needle valve adjustment eliminated. MerConomizer fuel economy linkage, introduced this year, provided optimum spark advance at cruising RPM to achieve up to 50% better fuel mileage.

1966 In 1962, Mercury announced the world's first 100-HP outboard, the Merc 1000—first of a new class of super-performance, super-quiet motors. In 1966, the successor to the Merc 1000, the Merc 1100SS—110 HP

In the 1966 Miami-Nassau Race, Mercs finished 1, 2, 3 in the outboard class, and 5, 6 and 8 overall—running against competition with 5 times the horsepower!

—with revolutionary solid-state *Thunderbolt* ignition, ran away with the world's toughest ocean race, the 1966 Miami-Nassau Ocean Power Boat Race.

One of the biggest reasons for Mercury's unchallenged performance leadership is a unique product test program.

At Lake X and Sarasota, Florida, at Fond du Lac and Oshkosh, Wisconsin, every new feature of every new Mercury motor is put through the toughest tests Mercury engineers can devise. Outboards run day and night for weeks at full throttle . . . are timed

Mercury's Lake X, Florida, is the largest proving ground of any outboard manufacturer: 11,000 acres. Water at Lake X can be smooth as glass, or winds can whip up 7-foot waves —providing every extreme of weather for test purposes.

over measured distances . . . hit sandbars at 40 MPH to prove impact strength . . . plow through saw grass and water hyacinths to test cooling systems . . . run into logs, run at speeds from wide open to trolling, in both salt and fresh water. When tests are completed, motors are taken apart for inspection and put together again and again; information is tabulated. The result is that the new '67 Mercury you buy has already been proved out in the equivalent of years of customer use—squeezed into months of intensive tests.

Some Mercs run 50,000 miles —and never leave the dock! Others do. This test is taking place at Oshkosh.

1967 Again this year, Mercury leads the industry in engineering firsts. New *Thunderbolt* ignition without breaker points . . . new solid-state MerCathode for electronic protection against galvanic corrosion in salt water . . . new propellers . . . new long-reach spark plugs . . . improved reed block design—these are just some of the new features of the 1967 Mercurys.

At Mercury we're convinced there's always a better way. We're determined to build each year's Mercs safer, stronger, faster, quieter, more economical. The 1967 Mercurys are the result of 28 years of engineering leadership, of cumulative millions of test miles. In 1967, as in every year since 1939, Mercury is out front with the quietest, most powerful, most dependable outboads you can buy.

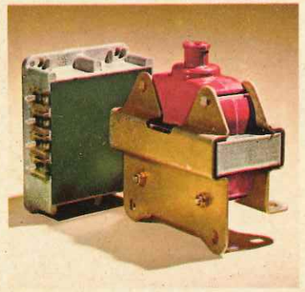
MERCURY
Engineered to stay ahead

AND NOW—NEW THUNDERBOLT IGNITION

—without breaker points!

NOW—No breaker points to replace—ever! Spark plugs last seasons, not hours . . . pre-ignition is eliminated—even with highly leaded fuel . . . engine efficiency and reliability are dramatically increased . . . high-powered engines idle like fishing motors!

The revolutionary *Thunderbolt* system makes Mercury's ignition one of the most dependable parts of the outboard engine. The need for periodic checks and adjustments to plugs and points is eliminated.



New *Thunderbolt* ignition, developed by Kiekhaefer engineers, is a complete, fully integrated system that makes use of space-age technology and all-silicon solid-state components to produce dramatically increased spark plug life and engine performance.

Thunderbolt's spark voltage far surpasses that of a conventional system—and it produces each spark in mere millionths of a second, many times faster than a conventional system.

Thunderbolt ignition fires plugs so quickly that practically no energy is lost through current leakage caused by spark-plug deposits. Thus, it can fire plugs that are "fouled" by conventional ignition standards.

And there are *no* breaker points to wear out or replace!

An integral part of the new *Thunderbolt* ignition system is Mercury's *Polar-Gap* spark plug. It is virtually self-cleaning; combustion-chamber deposits can't form a shorting "bridge" between the electrodes. Much lower operating temperatures eliminate pre-ignition problems and greatly increase spark plug life.

Thunderbolt's super-fast build-up of a higher voltage spark eliminates low speed wet fouling or carbon fouling, while the very low operating temperature of the *Polar-Gap* plug ends pre-ignition caused by lead deposits from automotive fuels.

Thunderbolt is the only fully regulated ignition system on the market, maintaining an even output under all conditions of boat speed and load and battery charge. It cannot be burned out by an overcharged battery, unlike other systems.

In tests, *Thunderbolt* ignition operates equally well in operating ranges from 1 RPM to over 10,000 RPM, and in temperatures from −100° to +300°.

New *Thunderbolt* ignition is exclusive on the new 1967 six-cylinder Mercs 1100SS and 950SS, and the four-cylinder 650SS and 500SS models. It makes them the most advanced outboards ever manufactured, offering performance, dependability and economy never before experienced in any high-horsepower outboards.

First from Mercury in '66—finest by far in '67!

Engineered to stay ahead

'67 MERC 1100SS

6 Cylinders
93.5 Cubic Inches
110 Horsepower

POWER

Mercury was first to deliver one horsepower per cubic inch . . . first with six-in-line power . . . first to exceed 100 MPH with a production outboard . . . first with a 100-HP outboard—for 28 years, Mercury has led the industry in outboard power. The '67 Merc 1100SS—110 HP—is Mercury's newest champion—the world's performance leader. Yet it travels farther on a gallon of gasoline than other outboards of far less horsepower. Solid-state *Thunderbolt* ignition with *Polar-Gap* spark plugs provides new standards of performance and reliability: plugs last seasons instead of hours; and there are no breaker points to replace! The '67 Merc 1100SS: engineered to stay out front!

Engineered to stay ahead

'67 MERC 950SS

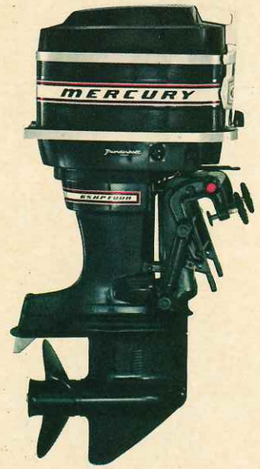
6 Cylinders
89.6 Cubic Inches
95 Horsepower

SIX!

With Mercury's small-bore, short-stroke engine design, the new 95-HP Merc 950SS is a "six-pack" that develops more power through a wider RPM range than comparable "big-barrel" fours. In actual tests at Mercury's Lake X proving grounds, the 950SS outperforms any competitive outboard in its horsepower class in speed, power and fuel economy. New features for 1967 add an even greater measure of performance and reliability. New solid-state *Thunderbolt* ignition has no breaker points to replace. Only Mercury makes a six, so if you think there's no such thing as a high-HP, fuel-saving, extra-dependable outboard, take a good look at the new Merc 950SS for 1967!

Engineered to stay ahead

'67 MERC 650SS



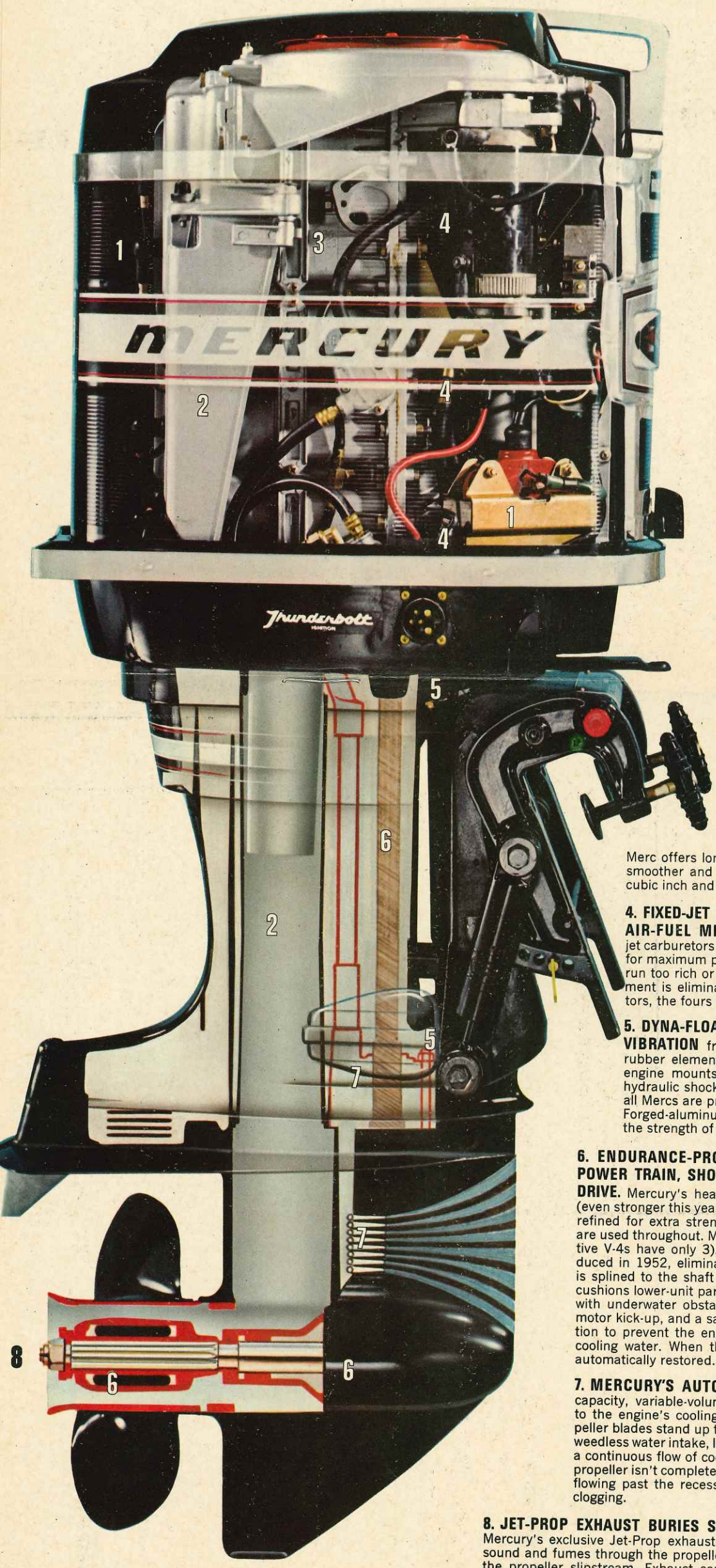
4 Cylinders
62.3 Cubic Inches
65 Horsepower

FOUR!

In 1949, Mercury rocked the outboard industry with the first 4-in-line engine, which, in 1954, became the first production outboard to develop 1 HP per cubic inch of piston displacement. The 39.6 cubic inch Mark 50 actually weighed the same as competitive 25-HP motors, yet produced 40 HP! This same tradition of progressive engineering has produced the '67 Merc 650SS—65 HP. With space-age *Thunderbolt* ignition adding new standards of performance and reliability, more piston displacement for added thrust and breakaway power, plus redesigned reeds and reed blocks and larger wrist pins, the Merc 650SS for 1967 is again proof of Mercury's 4-cylinder engineering leadership!

INSIDE

The Merc 1100SS, world's most powerful outboard. Revolutionary new *Thunderbolt* ignition without breaker points, plus Mercury engineering features like small-bore, short-stroke design, Power-Dome combustion chambers and Jet-Prop exhaust make Mercurys the most advanced outboards ever built.



1. *THUNDERBOLT*—FIRST MAJOR BREAKTHROUGH IN IGNITION SYSTEMS IN 50 YEARS. Mercury engineers use solid-state materials and technology to produce a spark voltage far greater, far quicker, than conventional systems. And Mercury's new *Thunderbolt* system has no breaker points to wear out. A simple non-wearing rotating disc replaces them—never needs replacing. Engine efficiency, reliability and safety are dramatically increased. With *Thunderbolt*, Mercury's *Polar-Gap* spark plugs last seasons instead of hours, pre-ignition and fouling, even with highly leaded fuels, are eliminated; high-powered engines idle like fishing motors. All 1967 Mercs have long-reach spark plugs, an industry "first." The ½"-reach plugs are superior for use in aluminum cylinder heads because they provide more thread engagement for better heat dissipation, more reliable sealing and minimized danger of thread damage.

2. WHAT MAKES A MERC THE QUIETEST OUTBOARD EVER BUILT? Mercurys are inherently quiet with their exclusive internal reed valve system deep within the crankcase; Power-Dome combustion chambers, which smooth out power impulses; small-bore, short-stroke engines with more precise, closer-fitting parts; offset wrist pins. Add to these Mercury's exclusive System of Silence: an aluminum wrap-around exterior cowling is acoustically lined to absorb engine sound. Inside, the entire engine cowling assembly rests on an isolating support frame which is attached to the top of the engine by heavy-duty soft-rubber mounts. Control linkages and fuel line fittings are located inside the cowling and silenced by neoprene rubber seals. Next, the exhaust tube in the driveshaft housing is completely surrounded by a "wall-of-water" jacket. Mercury's exclusive Jet-Prop exhaust then buries remaining exhaust sound deep underwater, behind the boat. Finally, Dyna-Float aircraft-type rubber-cushioned suspension system stops engine sound from traveling through the clamp bracket assembly to the transom.

3. MERCURY'S EFFICIENT SMALL-BORE, SHORT-STROKE, IN-LINE ENGINE DESIGN MEANS GREATER ECONOMY, LONGER LIFE. Mercury engines have smaller, lighter pistons and connecting rods and lower piston speeds than big-barrel, long-stroke engines. This minimizes the three major sources of stress and wear: 1) *inertia forces* (generated by the rapid acceleration and deceleration of pistons and connecting rods). Mercury's engine design reduces inertia forces to ½ of those developed by big-barrel Vs.; 2) *combustion forces* (those forces applied to the pistons by explosion pressure within the cylinders). Again, Mercury's small-bore engines are subjected to far less combustion force than big-barrel outboards; and 3) *piston speeds*. Because of its shorter stroke, the pistons in a Mercury engine travel shorter distances at lower speeds than those in a long-stroke engine, resulting in less friction and wear. This means that a Merc offers longer service life, increased dependability, smoother and quieter operation, more horsepower per cubic inch and more miles per gallon.

4. FIXED-JET CARBURETORS MAINTAIN A PERFECT AIR-FUEL MIXTURE. A Mercury "first" in 1958, fixed-jet carburetors keep the air-fuel mixture precisely correct for maximum power and fuel economy. The engine can't run too rich or too lean; high-speed needle-valve adjustment is eliminated. Six-cylinder Mercs have 3 carburetors, the fours have 2, all others 1.

5. DYNA-FLOAT SUSPENSION ISOLATES ENGINE VIBRATION from the boat. It incorporates full-shear rubber elements like those proved effective in aircraft engine mounts. Merc 650, 950 and 1100 also utilize hydraulic shock absorbers to control motor kick-up, and all Mercs are provided with 2 aluminum clamp brackets. Forged-aluminum brackets (20 HP up), heat-treated to the strength of steel, are virtually unbreakable.

6. ENDURANCE-PROVED CONSTRUCTION—HEAVY-DUTY POWER TRAIN, SHOCK ABSORBERS AND SHEARPROOF DRIVE. Mercury's heavy-duty crankshaft and connecting rods (even stronger this year) are made of forged-alloy steel, vacuum-refined for extra strength. Anti-friction ball-and-roller bearings are used throughout. Merc sixes have 7 main bearings (competitive V-4s have only 3). Mercury's shearproof drive, first introduced in 1952, eliminates shear and drive pins. The propeller is splined to the shaft through a live-rubber safety clutch that cushions lower-unit parts against shock loads caused by impact with underwater obstacles. Hydraulic shock absorbers control motor kick-up, and a safety-tilt switch momentarily cuts off ignition to prevent the engine's over-revving and running without cooling water. When the prop re-enters the water, ignition is automatically restored.

7. MERCURY'S AUTOMATIC COOLING SYSTEM. A high-capacity, variable-volume water pump responds automatically to the engine's cooling water needs. Its neoprene rubber impeller blades stand up to sand, silt and salt. Mercury's exclusive weedless water intake, located far down in the lower unit, assures a continuous flow of cooling water to the engine, even when the propeller isn't completely submerged. The wiping action of water flowing past the recessed intake holes helps keep them from clogging.

8. JET-PROP EXHAUST BURIES SOUND AND FUMES UNDERWATER. Mercury's exclusive Jet-Prop exhaust system, first introduced in 1957, fires sound and fumes through the propeller hub into the vacuum at the center of the propeller slipstream. Exhaust sound and fumes are buried underwater far behind the boat. Vacuum-caused drag is reduced, engine breathing improved. No matter how slow you're trolling, or where the wind's coming from, there are no exhaust fumes or exhaust sound to bother you.

Engineered to stay ahead

'67 MERC 500SS

4 Cylinders
43.8 Cubic Inches
50 Horsepower

SMOOTH

The '67 Merc 500SS makes big news in the 1967 Mercury line. For the first time, revolutionary electronic *Thunderbolt* ignition is available on a 50-HP motor. Other dramatic improvements in the '67 Merc 500SS: a full-flow pressurized water system for more efficient cooling, stronger connecting rods, and a new heavy-duty crankshaft for high-RPM and heavy-load operation, plus new reeds and reed blocks. Even the styling of the 500SS is new—the motor has a lower, more streamlined look. Full-Jeweled construction—introduced by Mercury over 20 years ago—makes the brand-new '67 Merc 500SS the smoothest, fastest, most economical 50 you can buy.

Engineered to stay ahead

'67 MERC 350

2 Cylinders
32.5 Cubic Inches
35 Horsepower

TRUST

The '67 Merc 350 packs even more dependability into the most reliable 35-HP outboard ever built. New stronger reed blocks, larger wrist pins and heavy-duty connecting rods mean longer engine life, greater dependability. The '67 Merc 350 also has Mercury's full silencing treatment, extra-tough one-piece die-cast engine block and one-piece lower unit housing, shearproof drive, dual forged-aluminum clamp brackets and Full-Jeweled Power: anti-friction ball-and-roller bearings are used throughout the engine and heavy-duty power train. In 1956, Mercury built the world's first 30-HP alternate-firing four. The 35-HP twin for 1967 maintains Mercury's tradition of leadership—proves again that each year, it's got to be *better* to be a Mercury.

Engineered to stay ahead

'67 MERC 200

2 Cylinders
21.9 Cubic Inches
20 Horsepower

'67 MERC 110

2 Cylinders
10.9 Cubic Inches
9.8 Horsepower

'67 MERC 60

2 Cylinders
7.2 Cubic Inches
6 Horsepower

'67 MERC 39

1 Cylinder
5.5 Cubic Inches
3.9 Horsepower

STRONG AND SILENT

Glide-Angle design, introduced by Mercury in 1957, is just one feature of the rugged new Merc 200 for 1967. The 200's one-piece lower unit is angled to ride over weeds, lines and other obstructions; and the tilted powerhead and internal fuel bleed system make for smoother running. Exclusive MerConomizer fuel linkage has been added for greater economy of operation. A new anodic plate counteracts corrosion when the motor is used in salt water. And new reeds and reed blocks mean even more performance and dependability. Add Mercury's exclusive Jet-Prop exhaust, shearproof drive, and one-hand twist-grip steering—some of the reasons why the Merc 200 is the top of the quiet '67 Mercury fishing line.

Internal reed valves, introduced on Mercury outboards in 1941, eliminate valve noise. Sealed inside the crankcase, they're much quieter than external valve systems. Internal reed valves are just one silencing feature of the new Merc 110 for 1967—quietest motor in its class. Others are a sound-engineered cowl, sound-sealed remote control and fuel line attachments, plus exhaust relief silencing and sound-burying Jet-Prop exhaust. Other news for '67: a new 9″ pitch propeller for heavy-duty, heavy-load operation, full-flow pressurized cooling system and a longer skeg for better propeller protection. The '67 Merc 110 will get you where you want to go—quickly, economically and *quietly.*

Many fishermen consider the Merc 60 the ideal fishing motor. It's hard to argue with them, even harder this year. The 1967 Merc 60 has a new full-flow pressurized cooling system and a new heavy-load 5″ pitch propeller that's protected by a new longer skeg. Plus all the traditional Mercury fishing features: shearproof drive; remote fuel tank; twist-grip throttle for one-hand control of both speed and direction; Glide-Angle design; full forward-neutral-reverse gearshift; full silencing; and Mercury's exclusive Jet-Prop exhaust, first introduced in 1957. Jet-Prop fires exhaust sound and fumes through the propeller hub, underwater behind the boat. This year, do your fishing first class—with a new 1967 Merc 60!

Full forward-neutral-reverse gearshift, one-hand twist-grip control of both speed and direction, remote fuel tank (no slopping gas over the engine when you fill up), shearproof propeller drive, Jet-Prop exhaust, smooth Glide-Angle design . . . these are just some of the reasons why operating a new Merc 39 is such a breeze. Economical, too. And the '67 Merc 39 actually outperforms competitive 5-horse motors! Other features of the '67 model: a new, more rugged 4-point cowl mounting, full-flow pressurized cooling system, a longer skeg for better protection of the propeller and a new stronger connecting rod. Good things come in small *light* packages . . . like the lively new Merc 39 for 1967!

BOATER'S GUIDE

to all the '67 Mercurys—widest range of outboard power

		SIXES		FOURS		TWINS				SINGLE
		MERC 1100SS	MERC 950SS	MERC 650SS***	MERC 500SS***	MERC 350	MERC 200	MERC 110	MERC 60	MERC 39
ELECTRICAL	Ignition	*Thunderbolt*	*Thunderbolt*	*Thunderbolt*	*Thunderbolt*	Weatherproof flywheel magneto	Weatherproof flywheel magneto	Weatherproof flywheel magneto	Weatherproof flywheel magneto	Weatherproof flywheel magneto
	Starting	Electric	Electric	Electric	Electric	Automatic rewind; electric optional	Automatic rewind	Automatic rewind	Automatic rewind	Automatic rewind
	Generator	Direct-drive alternator	Direct-drive alternator	Alternator	Alternator	—	—	—	—	—
SILENCING	Silencing system	Internal reed valves, Power-Dome combustion chambers, rubber-mounted aluminum wrap-around cowling with sound-absorbent liner, isolating support frame, "wall-of-water," Jet-Prop exhaust, Dyna-Float suspension, offset wrist pins, Flex-Plate flywheel mounting, sound-sealed control and fuel-line outlets, exhaust relief silencer	Internal reed valves, Power-Dome combustion chambers, rubber-mounted aluminum wrap-around cowling with sound-absorbent liner, isolating support frame, "wall-of-water," Jet-Prop exhaust, Dyna-Float suspension, offset wrist pins, Flex-Plate flywheel mounting, sound-sealed control and fuel-line outlets, exhaust relief silencer	Internal reed valves, Power-Dome combustion chambers, rubber-mounted aluminum wrap-around cowling with sound-absorbent liner, isolating support frame, "wall-of-water," Jet-Prop exhaust, Dyna-Float suspension, offset wrist pins, Flex-Plate flywheel mounting, sound-sealed control and fuel-line outlets, exhaust relief silencer	Internal reed valves, Power-Dome combustion chambers, rubber-mounted aluminum wrap-around cowling with sound-absorbent liner, isolating support frame, "wall-of-water," Jet-Prop exhaust, Dyna-Float suspension, offset wrist pins, Flex-Plate flywheel mounting, sound-sealed control and fuel-line outlets, exhaust relief silencer	Internal reed valves, Power-Dome combustion chambers, rubber-mounted aluminum wrap-around cowling with sound-absorbent liner, isolating support frame, "wall-of-water," Jet-Prop exhaust, Dyna-Float suspension, exhaust relief silencer	Internal reed valves, aluminum wrap-around cowling with sound-absorbent liner, Jet-Prop exhaust, Dyna-Float suspension, exhaust relief silencer	Internal reed valves, aluminum wrap-around cowling with sound-absorbent liner, Jet-Prop exhaust, Dyna-Float suspension, exhaust relief silencer	Internal reed valves, aluminum cowling with sound-absorbent liner, Jet-Prop exhaust, Dyna-Float suspension, exhaust relief silencer
ENGINE DESIGN	Cylinders	6 in-line	6 in-line	4 in-line	4 in-line	2 in-line	2 in-line	2 in-line	2 in-line	1
	Horsepower	110	95	65	50	35	20	9.8	6	3.9
	Pistons	Forged aluminum	Forged aluminum	Forged aluminum	Forged aluminum	Forged aluminum	Forged aluminum	Cast aluminum	Cast aluminum	Cast aluminum
	Piston displacement	93.525 cubic inches	89.587 cubic inches	62.35 cubic inches	43.837 cubic inches	32.516 cubic inches	21.918 cubic in.	10.996 cubic in.	7.216 cubic in.	5.5 cubic inches
	Bore and stroke	2-15/16" x 2.3"	2⅞" x 2.3"	2-15/16" x 2.3"	2-9/16" x 2⅛"	3" x 2.3"	2-9/16" x 2⅛"	2" x 1¾"	1¾" x 1½"	2" x 1¾"
	Firing sequence	60° alternate firing	60° alternate firing	90° alternate firing	90° alternate firing	180° alternate firing	180° alternate firing	180° alternate firing	180° alternate firing	360° firing intervals
INDUCTION	Induction system	Internal reed valves	Internal reed valves	Internal reed valves	Internal reed valves	Internal reed valves	Internal reed valves	Internal reed valves	Internal reed valves	Internal reed valves
	Carburetion	3 Tillotson Fixed-Jet	3 Tillotson Fixed-Jet	2 Tillotson Fixed-Jet	2 Tillotson Fixed-Jet	Tillotson Fixed-Jet	Tillotson Fixed-Jet	Tillotson Fixed-Jet	Tillotson Fixed-Jet	Tillotson Fixed-Jet
	Recommended gas/oil ratio	50/1**	50/1**	50/1**	50/1**	50/1**	50/1**	50/1**	50/1**	50/1**
	Fuel recommended	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline	Marine white or automotive gasoline
	Fuel tank furnished	6-gallon remote tank	6-gallon remote tank	6-gallon remote tank	6-gallon remote tank	6-gallon remote tank	6-gallon remote tank	3½-gallon remote tank	3½-gallon remote tank	3½-gallon remote tank
CONTROL	Gearshift	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse	Forward-neutral-reverse
	Remote control	Integrated single-lever with tachometer receptacle	Integrated single-lever with tachometer receptacle	Integrated single-lever with tachometer receptacle	Integrated single-lever with tachometer receptacle	Integrated single-lever	Integrated single-lever	Integrated single-lever	Integrated single-lever	Integrated single-lever
COOLING	Cooling water pump	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant	Flexible-vane impeller type, abrasion and corrosion resistant
SUSPENSION	Suspension system	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts	Dyna-Float aircraft-type rubber mounts
	Clamp brackets	2 drop-forged aluminum*	2 drop-forged aluminum*	2 drop-forged aluminum*	2 drop-forged aluminum*	2 drop-forged aluminum*	2 drop-forged aluminum	2 aluminum	2 aluminum	2 aluminum
	Carrying handle	—	—	—	—	—	Front and rear	Front and rear	Front and rear	Front and rear
DRIVE	Connecting rods	Drop-forged alloy steel (vacuum-refined for extra strength)	Drop-forged alloy steel (vacuum-refined for extra strength)	Drop-forged alloy steel (vacuum-refined for extra strength)	Drop-forged alloy steel (vacuum-refined for extra strength)	Drop-forged steel (vacuum-refined for extra strength)	Drop-forged steel (vacuum-refined for extra strength)	Drop-forged alloy steel	Drop-forged alloy steel	Drop-forged alloy steel
	Crankshaft	Drop-forged alloy steel (vacuum-refined for extra strength); 7 main bearings	Drop-forged alloy steel (vacuum-refined for extra strength); 7 main bearings	Drop-forged alloy steel (vacuum-refined for extra strength); 5 main bearings	Drop-forged alloy steel (vacuum-refined for extra strength); 5 main bearings	Drop-forged alloy steel; 3 main bearings	Drop-forged alloy steel; 3 main bearings	Drop-forged alloy steel; 3 main bearings	Drop-forged alloy steel; 3 main bearings	Drop-forged alloy steel; 2 main bearings
	Driveshaft housing	Short (15½" transom) or long (20" transom)	Short (15½" transom) or long (20" transom)	Short (15½" transom) or long (20" transom)	Short (15½" transom) or long (21½" transom)	Short (15½" transom) or long (21½" transom)	Short (16" transom) or long (20½" transom)	Short (15½" transom) or long (20½" transom)	Short (15½" transom) or long (20½" transom)	Short (15½" transom) or long (20½" transom)
	Propeller drive	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)	Shearproof spline (no shear or drive pin)
	Impact protection	Flo-Torq propeller safety clutch, hydraulic shock absorbers, Safety-Tilt switch	Flo-Torq propeller safety clutch, hydraulic shock absorbers, Safety-Tilt switch	Flo-Torq propeller safety clutch, hydraulic shock absorbers, Safety-Tilt switch	Flo-Torq propeller safety clutch	Flo-Torq propeller safety clutch	Flo-Torq propeller safety clutch	Flo-Torq propeller safety clutch, new longer skeg	Flo-Torq propeller safety clutch, new longer skeg	Flo-Torq propeller safety clutch, new longer skeg
	Propeller selection	Pitch range: 8½" to 25"	Pitch range: 8½" to 23"	Pitch range: 8½" to 23"	Pitch range: 8" to 19"	Pitch range: 8" to 13"	Pitch range: 7" to 11"	Pitch range: 7" to 10"	Pitch range: 5" to 8"	Pitch: 6"
EXHAUST	Exhaust system	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief	Jet-Prop exhaust, silenced exhaust relief

*Plus drop-forged steel suspension yoke.
**With *Quicksilver Formula 50* oil; with other oils use 20:1 ratio.
***Also available: Merc 500S and Merc 650S, electric-starting with aircraft-type magneto ignition, without alternator; and Merc 500M, automatic-rewind starting.

Because of our constant endeavors to provide the newest and most advanced engineering developments, we reserve the right to change models and specifications without notice.

Suggested retail price includes your choice of a Mercury Quicksilver aluminum propeller. Warranty void if other than Quicksilver propellers are used.

QUICKSILVER ACCESSORIES:

Engineered and built to Mercury's high standards. Boat-tested in both fresh and salt water at Lake X and Sarasota, Florida, and Oshkosh, Wisconsin—toughest marine proving grounds in the industry.

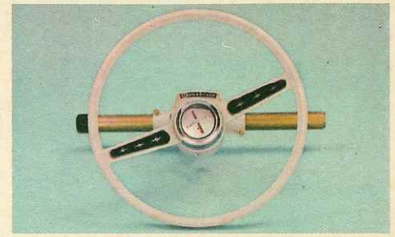
Quicksilver Power Trim keeps you in the driver's seat. As easy as lowering or raising power windows of your car. Flick a dash switch and your Merc tilts up; flick it again and down she goes. Makes launching, beaching, trailering a breeze. You can scoot through shallow water. Regulate degree of tilt while you're underway—designed to hold even against full-throttle thrust. Back up while the motor's tilted. Designed for use on '67 Mercs 1100SS, 950SS, 650SS—plus earlier Mercs 1100, 1000, 950, 900, 850 and 650.

New **Quicksilver MerCathode** protects your motor from saltwater corrosion. Operates completely automatically. A solid-state electronic device provides exactly the right amount of electric current needed to counteract electrolysis. Operates off your battery—draws so little current it's not even noticeable. Easily installed on any rig, works with any outboard motor, old or new.

Quicksilver Dash Switch Panel and **MerControl** add a built-in, custom appearance to your boat, are designed for use with 6- and 4-cylinder (electric-starting) SS models. Panel contains ignition and choke button. MerControl fits out of the way under gunwale. Only lever is visible.

Exploring? Cruising? Extend your range and play it safe with **Quicksilver Auxiliary Fuel Tanks.** Available in 12- and 18-gallon sizes. Sturdy steel construction. Flat or edge mount utilizes available space most efficiently. Permanent installation kits available. Fuel gauge furnished.

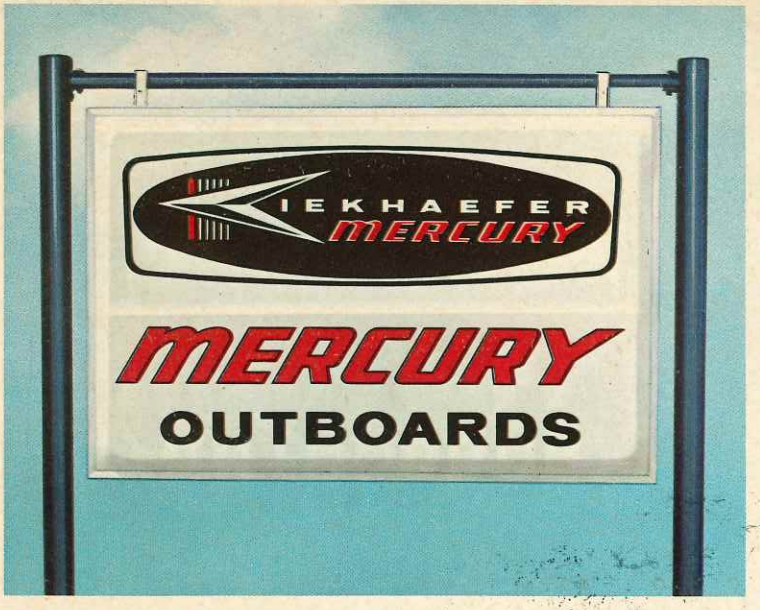
Quicksilver Battery—finest you can buy. Easy-starting, spillproof, has extra-long staying power. Provides 12 volts, 70 amp/hr (at 20-hour rating, too)—enough for all electrical accessories. Also shown: sturdy polyethylene **Quicksilver Battery Box**—keeps your boat neater, protects battery.



Quicksilver Ride-Guide Steering—standard of the industry. Rack-and-pinion design eliminates ropes, pulleys, springs and attaching hardware. Only the wheel attaches to the boat at dash. **Quicksilver Ride-Guide Indicator Wheel** (shown) tells at a glance which direction your boat will go.

50:1 is the gas:oil mix recommended for all Mercurys from 1963 on with **Quicksilver Formula 50 Motor Oil.** Formulated by Kiekhaefer, the world's largest producer of outboard motor oils, Formula 50 has been boat-tested over three million miles. Contains an exclusive rust inhibitor.

Quicksilver Propellers are specially designed and manufactured by Mercury propeller specialists. Each is designed for specific speed and load requirements. Mercury offers you the widest selection of any outboard manufacturer. Choose from bronze and aluminum props, 2- and 3-blade.



Mercury mechanics attend a special Mercury Service School at the factory, where they learn the care of your Mercury from the men who build them.

See Your Mercury Dealer. Mercury is the most trouble-free outboard ever built. It is engineered and manufactured to the highest standards in the marine industry. Your Mercury dealer is the man to give it the professional attention it deserves. His mechanics are factory-trained. He maintains a complete stock of genuine Mercury parts and Quicksilver accessories. Consult him for all your boating needs, and for winter storage. For his name, look in the Yellow Pages under "Outboard Motors." Look for this sign, home of the '67 MERCURYS—engineered to stay ahead!

DISSATISFIED ENGINEERS WANTED! If you're hard to please, if you're convinced there's always a better way to engineer and build anything, great opportunities await you at the world leader in marine propulsion. Contact ENGINEERS, Kiekhaefer Corporation, Fond du Lac, Wisconsin, U.S.A.

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